

Hanson fact sheet

Hanson Design can help you realize your marketing and business objectives by creating cutting-edge integrated brand marketing solutions—that are innovative, measurable and proven to have a positive impact on your sales performance.

DISCOVER

Assessments
Ideation + Vision
Market Research
Audits
Production Feasibility
Strategy + Plans
Schedules + Budgets

DEVELOP

Positioning
Mission
Naming Systems
Brand Design
Site Plans
Style Guides
Creative
Content

DELIVER

Brands
Integrated Marketing Campaigns
Web Sites
Social Media Campaigns
Advertising + PR
Retail Design
Consumer Packaging
ROI

WHY HANSON

Hanson brings over 20 years of successful brand development and the real-world experience that is the key to a winning marketing strategy in any media. Our proven brand and creative strategies, coupled with our powerful digital marketing capabilities and proven methodology, guarantees all of your marketing and business objectives will be realized.

Integrated Brand Marketing

The principle of brand integration holds that all strategies and executions emanating from a single visionary platform will cause a significantly greater return on the marketing investment.

MARKETING DESIGN SERVICES

Specifically for Strategic Marketing Campaigns Hanson Design offers:

Brand and Web Assessments - Audits and Analysis
Marketing Strategies
Brand Development - Positioning, Naming + Design
Creative Development - Design, Copywriting
Web Design + CMS + SEO
E-mail Marketing
Social Media
Mobile Apps
Website Development, Hosting, and Maintenance
E-commerce
Backend Analytics

NOTABLE CLIENTS

American Express
Argosy University
AstraZeneca
Bentley
GBCA
JPMorgan
Pernod Ricard USA
Radian Group Inc.
Sodexo
ZeroWater

CONTACT INFORMATION

215.487.7051
info@hansondesign.com
www.hansondesign.com